



# 21 DAYS OF TULSI

*challenge*



# What is Tulsi?

Tulsi, also called Holy Basil, is one of the most sacred plants in India and is considered “The Queen of the Herbs” for its restorative and spiritual properties.

Tulsi (also spelled Tulasi or Thulasi) has been used for thousands of years to support a healthy response to stress, natural detoxification, increase stamina, endurance, energy and restore balance and harmony. Our Tulsi teas are not only delicious and organic, they are nature’s perfect rejuvenate.

Modern research has classified Tulsi as an adaptogenic herb. Adaptogens have been shown to support the body’s healthy reactions to stress. Adaptogenic herbs have been used in the Ayurvedic tradition for thousands of years to promote and maintain wellness. In fact, many adaptogenic herbs have been referred to by herbalists as rejuvenative herbs, qi tonic herbs, rasayanas or restorative herbs. They help the body adapt to environmental, physical and emotional stressors, support normal functions and restore balance.



# Take the **Challenge**

Drink a cup of ORGANIC INDIA Tulsi tea 3 times a day for 21 days and experience the benefits of the Queen of Herbs' Tulsi.

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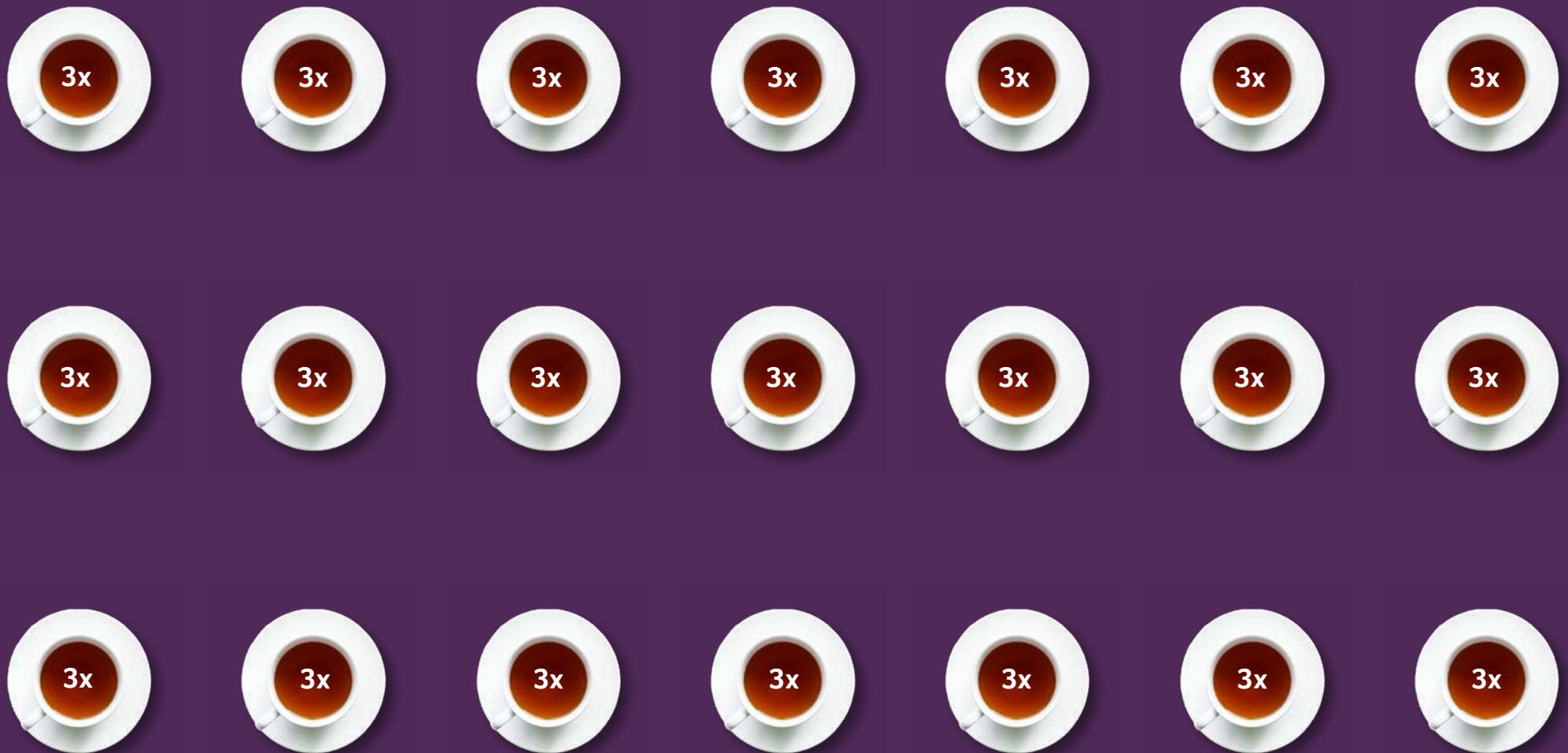
Complete the challenge on your own, with friends or connect with ORGANIC INDIA (Australia).

The 21 Days of Tulsi Challenge is simple: **3 teas per day for 21 straight days**. You can drink any of the different flavours throughout the challenge, although we recommend a non-caffeinated Tulsi tea in the evening. We encourage you to journal about your experience to help you track how you feel throughout this process.

Just as it takes time to see and feel the results of eating well or exercising, the full effects of Tulsi are best experienced after a few weeks time. That isn't to say you will not experience Tulsi after one cup - some results are instantaneous but others take regular use. It has been put forward that it takes 21 days to make a new habit and we believe that after 21 days of Tulsi -3 full weeks - you will truly experience how Tulsi can have an positive impact on your mind, body and spirit.



3 cups of Tulsi tea a day for 21 days



# Getting Started

## TIPS & TRICKS FOR A SUCCESSFUL CHALLENGE

Congratulations! You're embarking on a 21-day journey to nourish and support your health and wellbeing.

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### Tulsi Challenge Suggestions

- Keep Tulsi in your pocket, handbag, car, at your desk, in the pantry & wherever you are likely to want your tea.
- Upon rising in the morning: put a teabag into a pot and drink one cup. Empty the rest of your pot into your water bottle and take that with you when leaving home. Or, if staying at home, drink further cups of tea throughout the day.
- If dining out, have a teabag handy and request a pot of hot water for your Tulsi teabag. Most restaurants and even airlines are happy to comply.
- Try to pace yourself - drink one cup on rising or as soon as you can after waking, one cup during the day, and a cup after dinner in the evening. Or drink it all on rising if you like!
- In warm weather, drop a teabag into a glass of water, or your water bottle, fill that with room temp water, and leave it to steep for a minimum of 5mins for a cool Tulsi infusion.
- If you're making Tulsi at work, offer to make some for your workmates to help them stay on track.
- If spending the day outdoors, or on the road (or on the run!) make up a hot or cold flask before leaving home in the morning, and pop that in the car or backpack/bag.
- If you miss a cup on any given day, don't worry; just carry on. You still have the chance to experience the compounding effect of drinking Tulsi daily for 21 consecutive days.
- Remember, there are several caffeinated flavours - Tulsi Masala Chai, Tulsi Pomegranate Green, Tulsi Green and Tulsi Breakfast. If you are accustomed to drinking tea & coffee and interested in substituting one of those cups daily, you can use these flavours in your favour. And, for those of you who are sensitive to caffeine, it's best to avoid these flavours, especially in the late afternoon/evening.
- Honey Chamomile, Sweet Rose, Original and Sleep are perfect evening flavours.
- Peppermint, Lemon Ginger, Tummy are good meal accompaniments since they aid digestion.

  
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# Intro & Exit **Surveys**

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Take a few minutes prior to beginning your challenge and at the end to reflect on how you are feeling. These quiet moments of reflection can help you gauge how your mind and body are feeling and what impact the Tulsi tea has had over the course of 3 weeks.



# Intro Survey

Before you begin your Tulsi Challenge, please complete these questions about your wellbeing. On a scale of 1-10, with **1 being Very Poor**, **5 Average**, and **10 Excellent**, please rate the following questions.

1. In general, how would you rate your overall physical health? \_\_\_\_\_
2. Which of the following best describes your current energy levels? \_\_\_\_\_
3. Which of the following best describes the quality of your sleep (i.e. falling asleep, staying asleep, refreshed once awake)? \_\_\_\_\_
4. Which of the following best describes your overall mood? \_\_\_\_\_
5. Which of the following best describes your stress levels? \_\_\_\_\_
6. Which of the following best describes your ability to focus/ clarity of mind? \_\_\_\_\_
7. Which of the following best describes your zest for life? \_\_\_\_\_
8. What are your favourite Tulsi tea flavour/s right now? \_\_\_\_\_
9. Do you have any thoughts, ideas or expectations have about starting the Tulsi 21 Day Challenge?

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# Exit Survey

After you finish your Tulsi Challenge, please complete these questions about your wellbeing. On a scale of 1-10, with **1 being Very Poor**, **5 Average**, and **10 Excellent**, please rate the following questions.

1. In general, how would you rate your overall physical health? \_\_\_\_\_
2. Which of the following best describes your current energy levels? \_\_\_\_\_
3. Which of the following best describes the quality of your sleep (i.e. falling asleep, staying asleep, refreshed once awake)? \_\_\_\_\_
4. Which of the following best describes your overall mood? \_\_\_\_\_
5. Which of the following best describes your stress levels? \_\_\_\_\_
6. Which of the following best describes your ability to focus/ clarity of mind? \_\_\_\_\_
7. Which of the following best describes your zest for life? \_\_\_\_\_
8. What are your favourite Tulsi tea flavour/s right now? \_\_\_\_\_





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Well Done! You've finished the Tulsi Tea 21 Day Challenge; a simple program to support self assessment of the benefits of drinking 3 cups of Tulsi Tea per day . We suggest continuing to include Tulsi as a regular component of your wellbeing routine - make it at least a once-daily ritual; more often if you can. You may even want to continue with your 3 cups per day and repeat the EXIT survey after another 4 weeks, then again after 3 months, to really put this rejuvenating herb to the test!

May your journey to wellness be lined with Tulsi tea. Thank you again for participating.  
May you be well.

*Namaste*